

Rep Order# 8841952 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 36949

Printed: 09/21/2012 12:41 PM  
Last Received: 09/21/2012 11:31 AM  
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 09/26/2012 - 10/02/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK  
TOTAL REMAINS THE SAME - \$77,265  
PLEASE CONFIRM  
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	500A-600A		:30	\$225.00	09/26-09/28	3	1	3	\$675.00	
				Buyline Comment: 5A NEWS								
	2	M-TU	500A-600A		:30	\$185.00	10/01-10/02	4	1	4	\$740.00	
				Buyline Comment: 5A NEWS								
	3	W-F	600A-700A		:30	\$245.00	09/26-09/28	3	1	3	\$735.00	
				Buyline Comment: 6A NEWS								
	4	M-TU	600A-700A		:30	\$250.00	10/01-10/02	4	1	4	\$1,000.00	
				Buyline Comment: 6A NEWS								
	5	W-F	700A-900A		:30	\$150.00	09/26-09/28	3	1	3	\$450.00	
				Buyline Comment: EARLY SHOW								
	6	M-TU	700A-900A		:30	\$165.00	10/01-10/02	3	1	3	\$495.00	
				Buyline Comment: EARLY SHOW								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	W-F	900A-1000A		:30	\$250.00	09/26-09/28	4	1	4	\$1,000.00	
				Buyline Comment: LIVE WITH KELLY								
	8	M-TU	900A-1000A		:30	\$275.00	10/01-10/02	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$1,000.00	09/26-09/28	2	1	2	\$2,000.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	1000A-1100A		:30	\$400.00	10/01-10/02	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	1100A-1200P		:30	\$500.00	09/26-09/28	0	0	0	\$0.00	
				Buyline Comment: YOUNG & RESTLESS								
	12	M-TU	1100A-1200P		:30	\$1,925.00	10/01-10/02	1	1	1	\$1,925.00	
				Buyline Comment: YOUNG & RESTLESS								
	13	W-F	1200P-1230P		:30	\$225.00	09/26-09/28	3	1	3	\$675.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	1200P-1230P		:30	\$275.00	10/01-10/02	2	1	2	\$550.00	
				Buyline Comment: NOON NEWS								
	15	W-F	1230P-200P		:30	\$900.00	09/26-09/28	1	1	1	\$900.00	
				Buyline Comment: BOLD/LET'S MAKE								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	16	M-TU	1230P-200P		:30	\$1,315.00	10/01-10/02	1	1	1	\$1,315.00	
		Buyline Comment: BOLD/LET'S MAKE										
	17	W-F	200P-300P		:30	\$350.00	09/26-09/28	2	1	2	\$700.00	
		Buyline Comment: TALK - CBS										
	18	M-TU	200P-300P		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
		Buyline Comment: TALK - CBS										
	19	W-F	300P-400P		:30	\$325.00	09/26-09/28	4	1	4	\$1,300.00	
		Buyline Comment: ELLEN										
	20	M-TU	300P-400P		:30	\$375.00	10/01-10/02	2	1	2	\$750.00	
		Buyline Comment: ELLEN										
	21	W-F	430P-500P		:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
		Buyline Comment: 430P NEWS										
	22	M-TU	430P-500P		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
		Buyline Comment: 430P NEWS										
	23	W-F	500P-630P		:30	\$375.00	09/26-09/28	6	1	6	\$2,250.00	
		Buyline Comment: NEWS										
	24	M-TU	500P-630P		:30	\$400.00	10/01-10/02	4	1	4	\$1,600.00	
		Buyline Comment: NEWS										
	25	W-F	630P-700P		:30	\$300.00	09/26-09/28	3	1	3	\$900.00	
		Buyline Comment: INSIDE EDITION										
	26	M-TU	630P-700P		:30	\$325.00	10/01-10/02	2	1	2	\$650.00	
		Buyline Comment: INSIDE EDITION										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	27	W-F	700P-800P		:30	\$325.00	09/26-09/28	3	1	3	\$975.00	
				Buyline Comment: ET/INSIDE ED								
	28	M-TU	700P-800P		:30	\$350.00	10/01-10/02	2	1	2	\$700.00	
				Buyline Comment: ET/INSIDE ED								
	29	W-F	1100P-1135P		:30	\$1,550.00	09/26-09/28	1	1	1	\$1,550.00	
				Buyline Comment: 11P NEWS								
	30	M-TU	1100P-1135P		:30	\$500.00	10/01-10/02	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	31	W-F	1135P-1235A		:30	\$200.00	09/26-09/28	0	0	0	\$0.00	
				Buyline Comment: LETTERMAN								
	32	M-TU	1135P-1235A		:30	\$200.00	10/01-10/02	2	1	2	\$400.00	
				Buyline Comment: LETTERMAN								
	33	M	800P-900P		:30	\$1,600.00	10/01-10/01	0	0	0	\$0.00	
				Buyline Comment: MOTHER/BROKE								
	34	M	900P-1000P		:30	\$2,200.00	10/01-10/01	1	1	1	\$2,200.00	
				Buyline Comment: 2.5MEN/MIKE								
	35	M	1000P-1100P		:30	\$1,900.00	10/01-10/01	1	1	1	\$1,900.00	
				Buyline Comment: HAWAII 5-0								
	36	TU	800P-900P		:30	\$12,000.00	10/02-10/02	1	1	1	\$12,000.00	
				Buyline Comment: NCIS								



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	37	TU	900P-1000P		:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
				Buyline Comment: NCIS								
	38	TU	1000P-1100P		:30	\$1,300.00	10/02-10/02	0	0	0	\$0.00	
				Buyline Comment: UNFORGETTABLE								
	39	W	900P-1000P		:30	\$8,500.00	09/26-09/26	1	1	1	\$8,500.00	
				Buyline Comment: CRIMINAL MINDS								
	40	W	1000P-1100P		:30	\$2,000.00	09/26-09/26	0	0	0	\$0.00	
				Buyline Comment: CSI NY								
	41	TH	800P-900P		:30	\$2,200.00	09/27-09/27	1	1	1	\$2,200.00	
				Buyline Comment: BANG/RULES								
	42	TH	900P-1000P		:30	\$2,300.00	09/27-09/27	1	1	1	\$2,300.00	
				Buyline Comment: PERSON OF INTEREST								
	43	TH	1000P-1100P		:30	\$2,300.00	09/27-09/27	0	0	0	\$0.00	
				Buyline Comment: PERSON OF INTEREST								
	44	F	900P-1000P		:30	\$1,400.00	09/28-09/28	1	1	1	\$1,400.00	
				Buyline Comment: MADE IN JERSEY								
	45	F	1000P-1100P		:30	\$4,000.00	09/28-09/28	1	1	1	\$4,000.00	
				Buyline Comment: BLUE BLOODS								
	46	SA-SU	1100P-1135P		:30	\$350.00	09/29-09/30	1	1	1	\$350.00	
				Buyline Comment: 11P NEWS WKD								

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	47	SA	500A-700A		:30	\$75.00	09/29-09/29	0	0	0	\$0.00	
				Buyline Comment: CBS SAT AM								
	48	SA	1230P-400P		:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
				Buyline Comment: SEC FOOTBALL								
	49	SA	500P-700P		:30	\$175.00	09/29-09/29	1	1	1	\$175.00	
				Buyline Comment: WKD NEWS								
	*50	SA	900P-1000P		:30	\$500.00	09/29-09/29	1	1	1	\$500.00	
				Buyline Comment: CRIMETIME								
				Sales Remark: V5 .								
				V5 Time Changed, Comment Changed								
	51	SA	900P-1000P		:30	\$450.00	09/29-09/29	0	0	0	\$0.00	
				Buyline Comment: CRIMETIME								
	52	SA	1000P-1100P		:30	\$900.00	09/29-09/29	1	1	1	\$900.00	
				Buyline Comment: 48HR MYSTERY								
	53	SU	500A-600A		:30	\$75.00	09/30-09/30	1	1	1	\$75.00	
				Buyline Comment: EYE WASH/WSJ								
	54	SU	600A-630A		:30	\$135.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 6A NEWS								
	55	SU	630A-800A		:30	\$850.00	09/30-09/30	1	1	1	\$850.00	
				Buyline Comment: CBS SUN AM								
	56	SU	800A-830A		:30	\$225.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 8A NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	57	SU	830A-930A		:30	\$400.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: FACE THE NATION								
	58	SU	930A-1000A		:30	\$175.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 930A NEWS								
	59	SU	1000A-100P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: NFL 10A								
	60	SU	100P-400P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: NFL 1P								
	61	SU	500P-700P		:30	\$225.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: 5P NEWS								
	62	SU	700P-800P		:30	\$3,750.00	09/30-09/30	1	1	1	\$3,750.00	
				Buyline Comment: 60 MIN								
	63	SU	800P-900P		:30	\$1,800.00	09/30-09/30	0	0	0	\$0.00	
				Buyline Comment: AMAZING RACE								
	64	SU	1000P-1100P		:30	\$5,750.00	09/30-09/30	1	1	1	\$5,750.00	
				Buyline Comment: THE MENTALIST								
	65	M-TU	137A-207A		:30	\$30.00	10/01-10/02	1	1	1	\$30.00	
				Buyline Comment: ELECTRIC PLAYGROUND/ET								

---REPORT TOTALS---

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Report Totals: 95 / \$77,265.00

---SALES MONTHLY TOTALS---

Sep 12: 55 / \$46,060.00 Oct 12: 40 / \$31,205.00

Sales Totals: 95 / \$77,265.00

Station Totals: 95 / \$77,265.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$257,550	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+